



Illuminated Christmas Tree, Montpellier

# CHELTENHAM BID

Local businesses  
improving  
our town



Cheltenham Business Improvement District

## Annual Review 1 August 2020 – 31 July 2021

Town Centre  
Events

Parking and  
Accessibility

Public Realm  
Improvements

Marketing and  
Promotion

Business  
Support

# Introduction

The fifth and final year of Cheltenham BID's first term began as the Eat Out to Help Out scheme was launched, and restrictions began to lift. It was a time of optimism and seems a long time ago now.

Throughout the various lockdowns and lifting of restrictions, what has struck the BID team the most is the resilience of businesses in Cheltenham to adapt and thrive through the most challenging times. By working with each other, taking advantage of the BID's support and through sheer hard work and determination, so many of you have grown the businesses you represent.

The year was not all smooth sailing for the BID team as we lost a man whose knowledge, expertise and love of Cheltenham made him who he was. **Kevan Blackadder**, who passed away suddenly in January 2021, left a legacy the team are determined to fulfil.

As we launched our campaign for a second term with our consultation survey, we were pleased by the response of the businesses, both those who had benefitted from five years of having Cheltenham BID as an ally and those who would be joining the BID in the extended area.

BID businesses, the voluntary board of directors, BID employees and partners like The Cheltenham Chamber of Commerce, Cheltenham Borough Council and the Cheltenham Civic Society rallied together to ensure the BID would be here to support you all for a second term.

Now, part-way through our sixth year, we welcome a new Chief Executive, **Heath Gunter**, who has some exciting plans to take Cheltenham BID forward.

We hope 2022 will be a better year for all of us and look forward to working with you all.

**Belinda Hunt, BID Operations Manager**



**CHELTHENHAM BID**  
Local businesses improving our town

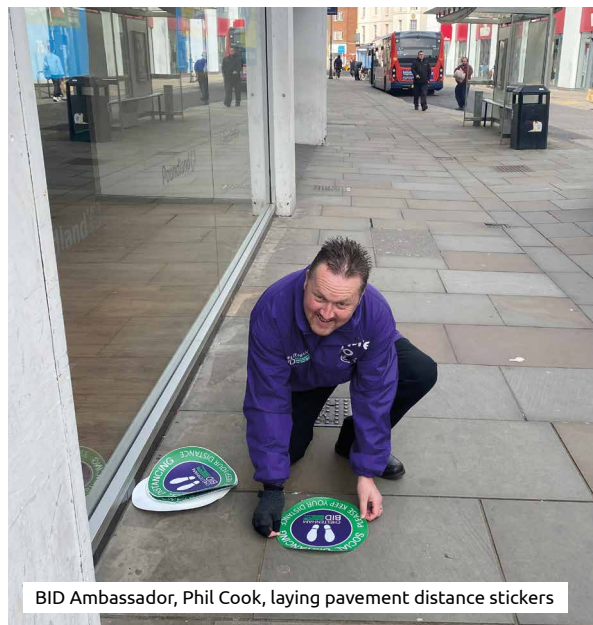
## YOUR BID

## YOUR VIEWS

Help to shape Cheltenham BID's business plan ahead of our renewal ballot in **June 2021**

Consultation closes **8 March 2021**

# 2020-2021 The year at a glance



BID Ambassador, Phil Cook, laying pavement distance stickers

## Cleaning and enhancing

From weeding to removing fly posting, reporting graffiti and littering, our ambassadors made sure the **Tidy Up Cheltenham** campaign continued through lockdowns and once restrictions were lifted, ensuring Cheltenham was a clean and pleasant place to visit.

We supplied and re-laid more than **1,000 social distancing stickers** to remind people to stay safe.

## Promoting and supporting

Whether it was assisting businesses sign up for and claim from the **Eat Out to Help Out** scheme or promoting their offers, the BID made sure restaurants and cafés made the most of the scheme.

Through the BID's social media channels, we spread the word about offers and events, services and vacancies for businesses across every sector.



## Representing and lobbying



Regent Street

Cheltenham BID is the voice of all the levy paying businesses within the BID zone. BID representatives have a place on groups, committees and boards who together make strategic decisions for the benefit of the town.

These representatives take every opportunity to ensure that businesses' best interests are put forward and that they are consulted on activities that will impact on them, such as the **planters** on Regent Street.



# Business Support

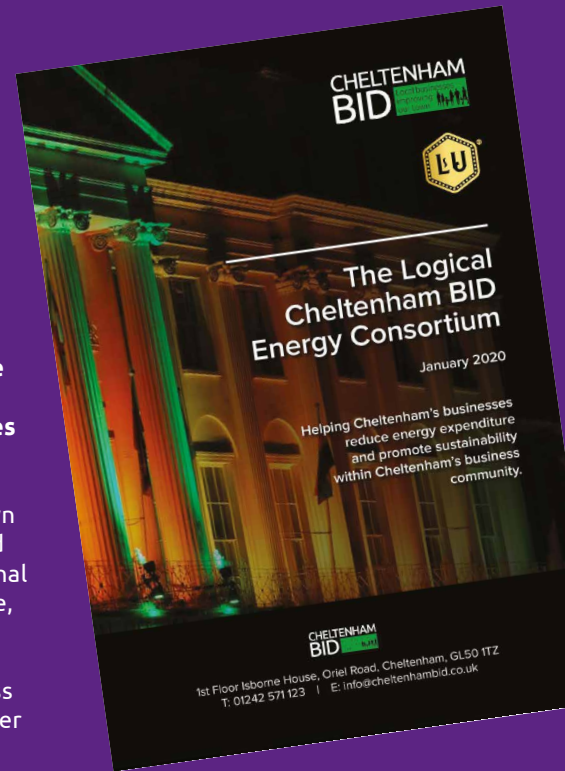
BID Ambassador, Jo-Anne Hale visits the White Stuff shop



The annual BID awards, in partnership Cotswold Life took a very different format in 2020. Always a difficult task with so many excellent applications, the judging was made even more challenging when we had to take it offline. A huge congratulations to the 22 winners and highly commended businesses and individuals.

As we went into the second national lockdown in November, we engaged the services of a professional marketer and provided free, remote social media training sessions. The sessions covered everything from setting up business social media accounts to using it to offer click and collect services.

The Logical Utilities Company and Paymentsense continue to provide BID businesses with significant and exclusive deals on their utility bills and merchant service fees. **Contact us if you are not already taking advantage of these savings.**



Great Taste of Cheltenham



## Marketing and Promotion



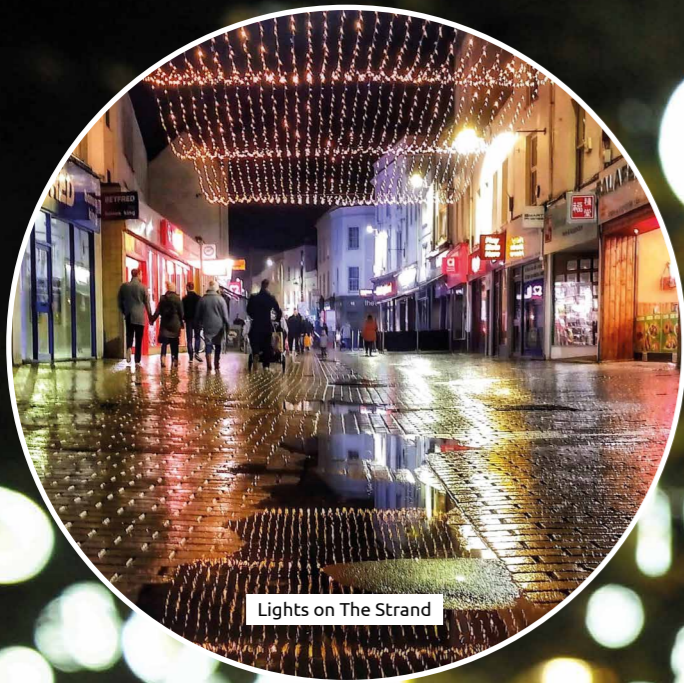
In October 2020, in partnership with Visit Cheltenham, we launched the Great Taste of Cheltenham, a campaign highlighting many of the incredible restaurants Cheltenham is so well known for.

Food bloggers, professional photographers and videographers went behind the scenes and got to know the chefs who create the great food identified with their restaurants. We were introduced to the people who make these venues what they are.

The campaign was shared across the BID and Visit Cheltenham's social media channels and in the media during October and November. It was aired on The Big Screen to audiences watching films and sporting events throughout the summer of 2021.

The **Cheltenham Gift Card** was extremely popular during the year, with sales exceeding £33,000, all of which is spent in Cheltenham BID businesses. Christmas 2020 sales alone were more than £25,000.

As part of our ongoing commitment to Marketing Cheltenham, BID businesses in the retail and hospitality sector have automatic Bronze membership, entitling them to a FREE listing on [VisitCheltenham.com](http://VisitCheltenham.com), worth £250. For more information, please contact Belinda Hunt at [belinda@cheltenhambid.co.uk](mailto:belinda@cheltenhambid.co.uk).



Lights on The Strand



Lit Crawl 2020



New Christmas lights across North Street

New festive lights bringing cheer to The Prom

# Town Centre Events

**Christmas may have been a subdued affair in 2020 with most businesses being completely closed. Cheltenham still deserved to be lit up and welcoming to those wanting to venture out for a walk or collect a take-away.**

**The new festive lights were definitely high impact and Cheltenham was the first town to use the freshly designed installations. Not only do they twinkle at night, but they also shimmer in the daylight.**

As soon as they were switched on, people came into town just to see the lights, take photos and share the joy with friends and family. Despite having reduced audiences, the BID was still able to join forces with Cheltenham Festivals to support the

Lit Crawl in October 2020. Eight free performances were held on the free stage in Imperial Gardens, with BID businesses being promoted at each performance and in The Festival's newsletter to all their members.

# The BID Board



**Tim Atkins**

Managing Director,  
Cheltenham Borough  
Council



**Martin Bundy**

Manager,  
John Lewis & Partners



**Demelsa Coleman**

Marketing Manager,  
The Brewery Quarter



**Richard Dare**

Co-owner,  
James of Montpellier



**Helen Howe**

Company Director,  
Lumière



**Philip Jordan**

BID Deputy Chair;  
Director, Under The  
Prom & Coco



**Steve Jordan**

Leader,  
Cheltenham Borough  
Council



**Scott Lahive**

Manager,  
Regent Arcade



**Jeremy Linley**

Branch Manager,  
Barclays Bank



**Stephanie Ronsin**

Owner,  
Domaine 16



**Alex Rose**

BID Chair;  
Managing Director,  
Beards



**Matt Rudman**

Director,  
Cheltenham  
Martial Arts



**Shane Willis**

Manager,  
Wilko

# The Staff



**Kevan Blackadder**

until January 2021



**Belinda Hunt**

BID Operations  
Manager



**Maria Allebone**

until May 2021



**Phil Cook**

BID Ambassador



**Deb Goodman**

until March 2021



**Jo-Anne Hale**

from June 2021

# Financial Report

Description	Budget in Business Plan	Budget Y5	Actual	Balance
<b>Income</b>				
BID Levies collected*	£460,750.00	£276,173.40	£314,077.58	£37,904.18
Carried forward after audit		£120,000.00	£102,013.00	-£17,987.00
BID Grant carried forward		£22,900.00	£22,900.00	£0.00
Carried Forward for Great Taste of Cheltenham		£9,500.00	£9,500.00	£0.00
Voluntary Contributions		£530.00	£70.00	-£460.00
External Contributions and grants		£50,870.00	£50,870.00	£0.00
<b>Total Income</b>	<b>£460,750.00</b>	<b>£479,973.40</b>	<b>£499,430.58</b>	<b>£19,457.18</b>
*Excludes levies due and not collected				
<b>Expenditure</b>				
Town Centre Events	£95,000.00	£135,550.00	£126,656.61	£8,893.39
Marketing and Promotion	£95,000.00	£125,850.00	£114,373.02	£11,476.98
Business Support	£85,000.00	£68,400.00	£58,182.20	£10,217.80
Public Realm Improvements	£28,500.00	£18,550.00	£12,592.37	£5,957.63
Parking and Accessibility	£30,000.00	£7,350.00	£5,690.86	£1,659.14
Administration and Overheads	£90,000.00	£56,835.00	£61,587.32	-£4,752.32
Renewal costs		£21,950.00	£20,050.37	£1,899.63
Levy Collection Fee	£13,500.00	£9,500.00	£9,420.98	£79.02.00
Contingency	£23,750.00	£35,988.40		£35,988.40
<b>Total Expenditure</b>	<b>£460,750.00</b>	<b>£479,973.40</b>	<b>£408,553.73</b>	<b>£71,419.67</b>

Please note that these are unaudited figures. A full set of audited accounts will be available in February 2022.

In planning and reviewing the budget for year five, consideration was given to the impact COVID-19 could have on levy collection rates. The final budget was based upon an estimated 60 per cent collection rate for the year ending 31 July 2021.



Neal's Yard Remedies



Silks

## Public Realm Improvements

Our ambassadors tackled 123 instances of littering, flyposting, graffiti, dog mess, broken glass and other anti-social behaviour as part of our ongoing Tidy Up Cheltenham campaign.

They sanitised all the ATMs in the town, worked with Ubico to get overflowing bins emptied and helped businesses access additional waste clearances.

Responses to our consultation survey sent out in February 2021 showed that 79.5 percent of businesses thought **BID in Bloom** was an essential activity. In our fifth year we provided and installed almost 100 baskets and troughs outside BID businesses.



BID Ambassador, removing graffiti



Pink Vintage



Barclays Bank

CitiPark on Albion Street



## Parking and Accessibility

Cheltenham BID has established partnerships with both CitiPark and NCP to bring cheaper parking to BID businesses and their employees.

Parking at the John Lewis & Partners CitiPark on Albion Street can cost as little as £2 per day. People working in the Night-time Economy can park for as little as £4 for the whole night in the NCP Portland Street car park.

# Engaging with BID businesses



BID ambassadors, Deb Goodman & Phil Cook

The results of the renewal ballot, held between March and June 2021, are testimony to how we communicate with all the BID businesses.

From letting you know about new grant schemes and how to apply, through to getting your views on townscape enhancements, sharing advice and information is a major part of our daily activities.

There are so many ways we keep in touch with you. Our ambassadors are out and about seven days a week. Regular newsletters and announcements are distributed electronically and in hard copy. Social media plays a large part of the way we communicate with you, your customers and the general public.

## @CheltenhamBID

**f** 2,217 Followers on Facebook (increase to Dec YOY 14.8%)

**t** 3,485 Followers on Twitter (increase to Sep YOY 20.5%)

**i** 3,036 Followers on Instagram (increase to Oct YOY 58.2%)

## @OurChelt

**f** 1,313 Followers on Facebook (increase to Dec YOY 7.3%)

**t** 1,682 Followers on Twitter (increase to Sep YOY 26.3%)

**i** 2,862 Followers on Instagram (increase to Oct YOY 20%)

Tag us and we'll share your posts

## BID website stats

1 August 2020 to 31 July 2021 Views **46,738**

1 August 2019 to 31 July 2020 Views **39,484**

▲ Increase of **18.37% YOY**



Phil Cook being interviewed for BBC news

## Promote the BID to the town

**BID representatives often speak about our work at local events and business forums.**

Our board members and staff can frequently be and seen and heard on local and national television and radio channels.

We are also part of a number of groups working together to develop robust and

sustainable strategies for Cheltenham's future, including The Cheltenham Economic Recovery Task Force, the Culture Board, the Counter Culture project and Town Centre Vision sub groups. The BID is the retail representative on the Cheltenham Chamber of Commerce executive board.

## What's next?

Since 1 August 2021, we have spent time addressing the practical and administrative matters of establishing the BID's second term. Our new articles of association, audited accounts and operating documents are available on our website.

The biggest project in the first year of our second term was of course **Christmas in Cheltenham**. We supported Marketing Cheltenham and Cheltenham Borough Council who delivered and ran the fabulous ice rink. The wonderful

Christmas lights covered the largest area of the town ever and we brought the town centre alive with roaming performers every weekend during the festive shopping period.

Our new chief executive, **Heath Gunter**, joined in mid-December 2021 and with his guidance we have already started planning some exciting events



Heath Gunter

and business support initiatives in the coming months. Further details will be released very soon. Make sure you're signed up to our newsletter to be one of the first to find out about them! Importantly, we are here to represent your interests, to promote your businesses and to lobby on your behalf – so don't forget to use us.